

RE: RE: 53 Reasons to Shop DTLA

Subject: RE: RE: 53 Reasons to Shop DTLA
From: "Henna Sherzai" <HSherzai@downtownla.com>
Date: 07/06/2016 12:10 PM
To: "Carol Schatz" <cschatz@ccala.org>

Hi Carol,

I have some ideas about how we can promote Cinnia's content, including:

- Revamp the shopping page of our site to include her map and list of retailers. We could use some help here. It's one of our top 10 visited pages but needs more useful content.
 - o <https://www.downtownla.com/explore/shopping/directory>
- Stock the "53 Ways to Shop" map in our new kiosk
- Promote the new page on social media and tag Cinnia's social media handles

Please let me know if I should reach out to Cinnia directly to discuss further.

Thanks,
Henna

From: Carol Schatz
Sent: Thursday, June 30, 2016 2:27 PM
To: Cinnia Finfer <cinnia@thefinergroup.com>
Cc: Henna Sherzai <HSherzai@downtownla.com>; Nick Griffin <NGriffin@downtownla.com>; Shawn Bratton <sbratton@ccala.org>; Lena Mulhall <lmulhall@ccala.org>
Subject: RE: 53 Reasons to Shop DTLA

Hi Cinnia,

I'm so happy to get this email as I misplaced your business card and I wanted to follow-up on our conversation at the Bisnow event. This is a great map and it really helps our marketing efforts. I'd like to have a more specific conversation with our marketing staff about this and possible other uses. Everyone's out of the office at the moment so I'd like to get back to you next week if possible.

Best,

Carol

Carol Schatz
President & CEO
Downtown Center Business Improvement District
626 Wilshire Blvd., Suite 200
Los Angeles, CA 90017
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e-mail: cschatz@downtownla.com

From: Cinnia Finfer [<mailto:cinnia@thefinergroup.com>]
Sent: Friday, June 24, 2016 3:35 PM
To: Carol Schatz
Subject: 53 Reasons to Shop DTLA

Hi Carol ,

We spoke briefly and the Downtown Renaissance breakfast.

I mentioned this shopping map during our conversation. Now in its 6th edition, this map, published by Brigade LA (510 7th Street), is the most current accounting of contemporary apparel and accessory boutiques in DTLA from the Arts District to South Park. MAHER is South Park is slated to open next week.

I presented it this week at the Downtown Marketing Roundtable and wanted to be sure it was on your radar.

In addition to a hotlink on the store's website that has been optimized for mobile, we have configured a PDF that prints out on legal sized paper for easy copying by the hotels, condos and tourism board.

<https://www.brigadela.com/53-reasons-shop-dtla>

<https://app.box.com/s/nwrg0se0zp0xhtv8vr544dzpd8izwhog>

Thanks for taking a look.

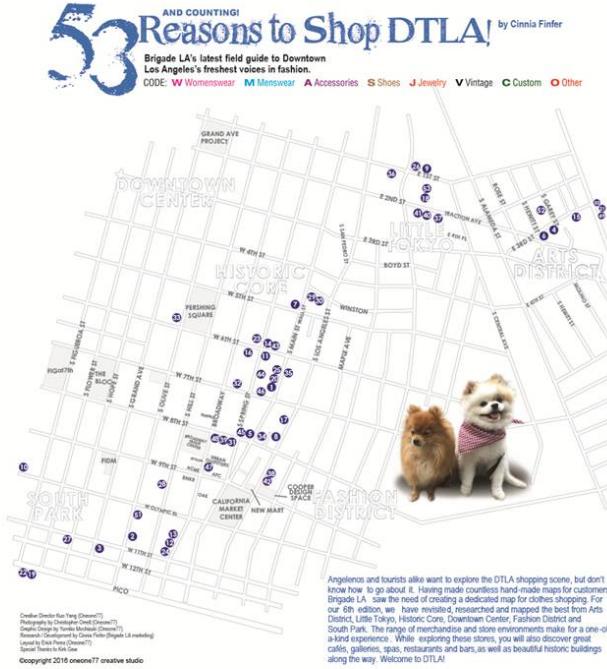
Cinnia

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Angelenos and tourists alike want to explore the DTLA shopping scene, but don't know how to go about it. Having made countless hand-made maps for customers, Brigade LA's founders decided to create a guide for the rest of the world. For our 8th edition, we have revisited, researched and mapped the best from Arts District, Little Tokyo, Historic Core, Downtown Center, Fashion District and South Park. The result is the 53 Reasons to Shop DTLA guide, a one-of-a-kind experience. While exploring these stores, you will also discover great coffee, galleries, spas, restaurants and bars, as well as beautiful historic buildings along the way. Welcome to DTLA!

1 Man to Man 1st & Olive St (213) 640-3654 Retailer Eric Dixon celebrates classic menswear with a collegiate American flavor. Prices \$40 - \$200	2 12345 10th & Olive St (213) 261-7677 Third Jewel's boutique showcases high-end streetwear for forward-thinking urbanites. Candles & beauty skincare products too!
3 Alcatraz Boutique 1st & Olive St (213) 261-7677 Jeremy Friend's & Douglas Van Langhoven's high-end separates have a dark, edgy Euro-underground feel.	4 Alchemy Works 1st & Olive St (213) 407-1467 Room & Lindsay Parton's gallery/retail/event space offers brands with a cult California aesthetic. Everything in the store is for sale, even the vintage vehicle parked inside.
5 Althouse 1st & Olive St (213) 403-1071 In addition to her own vintage-inspired line of basics and leathers, Jennifer Althouse has 35 directional lines curated from around the world. Prices \$38 - \$1200.	6 APOLOS Common Gallery 1st & Olive St (213) 413-4008 Raan and Sheva Parton's high-end menswear & accessories have classic casual American style. Prices \$30 - \$300
7 Beautiful Full 1st & Olive St (213) 414-0001 Contemporary menswear by designer Alejandro Rodriguez. Beautiful Full features classic looks with influences from different eras. Prices \$150 - \$1,250	8 BLENDS 25th & Los Angeles St (213) 626-4007 Tall & slender boutique showcases top names including Nike, Jordan, Adidas, Vans, Converse, Wolverine and Reebok. \$80 - \$200.
9 Bowls 25th & Los Angeles St (213) 626-4008 Great selection of men's contemporary casual, (HUF, Stussy, Brixton) boots & accessories & Baxter of California toiletries.	10 Brigade LA 25th & Los Angeles St (213) 623-0013 This sleek boutique offers a stunning selection of contemporary, high-end casual & eveningwear, edgy accessories, jewelry and a shoe department that is hard to resist.

53 AND COUNTING! Reasons to Shop DTLA!

Brigade LA's field guide to Downtown Los Angeles' freshest voices in apparel and accessories.



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Womenswear Menswear Accessories Shoes Jewelry Vintage

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	Clade 101 S Spring St., Suite 1000 (213) 780-0000 clade.com Atmospheric men's wearhouse line captures a timeless style with an edge of eccentricity. Clade is made in small, exclusive runs, from natural and high quality materials. W A S		Hype 101 S Spring St. (213) 780-0005 hypeclothing.com Paul Hynes presents French Streetwear for men & women. Demand, The Riot Club & Sweet Pants. Bags, hats, jewelry & helmet masks too. Prices \$39 - \$600 W M A S J		Please Do Not Enter 549 Olive St. (213) 265-0007 pdenla.com Progressive men's luxury retail offering select & timeless contemporary goods. M A		Six Hundred 601 Spring St. (213) 388-1000 sixhundred.com In addition to its own clothing, Six Hundred specializes in independent designers, hand-selected vintage, collections from Los Angeles & around the world. Prices \$40 - \$100. W M A V
	Daniel Patrick 1030 S Broadway (213) 780-4000 danielpatrick.net Distinctly modern minimalism. The line is black, white & neutral in hue fabrics & detailing. New styles are added each month. Prices \$75 - \$2,500. M A S		ILF Boutique 215 8th St. #110 (213) 537-0511 ilfboutique.com Curated for the sophisticated, chic, fashion forward woman. W M A S J		PS KAUFMAN 601 W 7th St. (213) 244-1276 pskaufman.com Paul Kaufman's twisted classics - men's, women's & unisex handmade footwear. Prices \$300 - \$400. The subterranean gallery/ store is worth the trip. S		Shingraff 701 Spring St. (213) 626-2602 shingraff.com Jonny Cota's romantic yet macabre collections of ornate leather outerwear and effortlessly draped separates attract int'l press coverage/celebrity following. Price \$100 - \$1,500. W M A P
	ESP Flip the Script 102 S Spring St. (213) 625-4000 espscripts.com Japanese-owned streetwear boutique with stores in Tokyo & Osaka. House brands, Donuts, PFP Goods, EMU footwear, Chrome, Dragon Spiral Denim. Prices \$120 - \$320. W M A S		Jessica Louise 101 S Spring St. (213) 625-4000 jessicalouise.com Betsy Johnson and Vivienne Westwood fans will appreciate Jessica Thompson's sense of color, pattern & detailing. Sizes XS - 3XL. Accessories \$10. Custom dresses up to \$340. W A S J		QUIRK 201 S Spring St. (213) 625-4200 quirklifestyle.com Cozy. Designer Stylist Melinda Chodhury has created a dream closet of vintage items from the 1940s to modern times. Kaboy Collection eyewear also available. W M A V		R.W. Shoe Store 281 S 7th St. (213) 625-4200 rwshoestore.com Walter Kim & family have been Redwing work boot purveyors in downtown for 36 years, 15 years at their current location. Prices \$240 - \$375. S
	La French Boutique 101 S Spring St. (213) 625-4000 lafrenchboutique.com Bohemian-cool clothing & footwear, luxe handmade accoutrements & jewelry, candles & sweet treats -- all by French resources. W A S		Leola Lace 104 W 7th St. (213) 625-4000 leolalace.com Leola Lace has great causal looks for the downtown girl. Most pieces \$30 - \$50. Jewelry starts at \$10. Contemporary handbags as well. W A J		Raggedy Threads Vintage Shoppe 330 S 7th St. 5th Fl. (213) 625-5000 raggedythreads.com Get lost in Jamie Wong's distinct blend of vintage Americana, Victorian, Bohemian & workwear. Prices \$14 - \$300. W M A S J		Revolution CO-OP 330 S 5th St. (213) 440-0022 revolutioncoop.com Joe Conti presents better contemporary overruns, closeouts, sample sales and pop-ups. W M A S
	Guerrilla Atelier 101 S Spring St. (213) 625-4000 guerrillaatelier.org Carl Louisville's hybrid street/art gallery takes a distinctly artisan approach to merchandise & presentation. Prices \$25 - \$4,000, with most priced at \$300 - \$700. W A S J C O		Walter Mendez 111 W 7th St. Rm 100 (213) 625-2200 waltersmendez.com Seen on red carpets, television and state dinners, the Walter Collection silhouettes are inspired by the latest European fabrics. Evening & cocktail dresses start at \$695. Prices \$20 - \$900. W C		Rich Honey 210 W 7th St. richhoney.com Garment dyed clothing that feels as good as it looks. Men's, Women's & Kids. W M		The Wall 1000 S Spring St. (213) 550-4444 thewall.com Designer fashion, world-class hair & nail styling. Shop a selection of high contemporary brands (Canrobie, Alice McCall, & Henrik Vibskov) & casual RTW options. W M A J
	Harper 204 W 7th St. (213) 625-3400 harperla.com Harper serves up street style that is fashion forward but not over the top. Black & White, leather & lace, prices \$35 - \$60. Great accessories & shoes too. W A S J		Morethamme Vintage 104 W 7th St. (213) 645-0054 morethamme.com It's all here. A treasure trove for men's, women's & children's clothing & a huge array of vintage items. W M A S J		RIF 330 S 5th St. (213) 440-0022 riffclothing.com RIF is a force in rare, sought after pre-owned sneakers. Nike SB, Dunk, Air Force 1, Air Jordan and Air Foamposite are just a few of the items carried. M B		RNT 23 Jeans 210 W 7th St. (213) 617-0207 rnt23.com Great source for contemporary menswear and jeans. Jackets run \$150 - \$260. Cardigans \$80 - \$185. A favorite of TV stylists. M A S J
	Hob Nob Shop 141 Japanese Way (213) 626-7200 hobnobshop.com Womenswear that can take you from the office to the club. Lines includes BB Dakota, Free People, One Teaspoon, Quay eyewear. Prices \$29 - \$160. W A S		NO SEASON 101 W 7th St. (213) 625-7247 nosaison.com Specializing Australian and downtown brands, the bro's team of Kent and Emily Watson offer MinkPink, Someday Lovin', Keepsake & Wildfox. Prices \$60 - \$1,000. W M A		Outfitters 200 W 7th St. (213) 625-0422 outfitters.com Eddie and Ahmed Mousham's Outfitters carries top designer lines including Balmain, Yves Saint Laurent, The Hundreds, Obey, Pink Floyd, and David Yurman Co., as well as their own 100% cotton store brand, Nyak. M A S		Pocket Square Clothing 255 W 7th St. (213) 625-3111 pocketsquareclothing.com Rodolfo Ramírez & Andrew Cheung's flagship store offers apparel & furnishings for the urban gentleman. M B A S J
	Holy Grail 604 W 7th St. (213) 625-4400 holygrail.com Sole Park's temple of active footwear. All items offered for sale are thoroughly inspected for condition & authenticity. Commitment is their specialty. S		Vintage 101 W 7th St. (213) 625-7247 vintagegroup.com It's all here. A treasure trove for men's, women's & children's clothing & a huge array of vintage items. M B A S J		Custom 200 W 7th St. (213) 625-0422 outfitters.com In addition to its own RIF label, Bape, Wtaps, Visvim, Neighborhood & Supreme T-shirts, hoodies and jackets await you. Price \$100 - \$1,000. M B A S J		Other 200 W 7th St. (213) 625-0422 outfitters.com RIF (Revolution) is a force in rare, sought after pre-owned sneakers. Nike SB, Dunk, Air Force 1, Air Jordan and Air Foamposite are just a few of the items carried. M B A S J
	House of Vintage 4355 S Figueroa St. (213) 625-4414 houseofvintage.com Felicity Rathbone's House of Vintage has day and evening clothes dating back to the 1920s up to the 1990s. Vintage jewelry as well. Prices start at \$75. W A J		Jewelry 200 W 7th St. (213) 625-4422 jewelrygroup.com Felicity Rathbone's House of Vintage has day and evening clothes dating back to the 1920s up to the 1990s. Vintage jewelry as well. Prices start at \$75. W A J		Wittmore 301 S Spring St. (213) 625-0700 wittmore.com Carrying 300 modern menswear brands from Japanese, American, & British sources, Wittmore is a blend of established & emerging labels. Prices \$35 - \$125. M A		Woo Souvenir Shop 301 S Spring St. (213) 625-0700 woosouvenir.com A curated boutique showcasing the Woo & Souvenir Edition labels & "Little Woo" children's brand. Crafted accessories, apothecary & home furnishings as well. W M A D
	Huk 301 S Spring St. (213) 625-1941 huk.com 7th Arts District's newest womenswear shop stocks Kenzo, A.L.C., Tibi, Pierre Hardy, Derek Lam, MSGM, Equipment, Opening Ceremony, & other luxury labels. W A S		Round 2 LA / Studio 6 600 Spring St. (213) 220-2200 round2la.com Former Espinosa's Round 2 LA/Studio 6 is a temple of artistry of face, velvet & leather. Home of Widow, Lip Service Cut, Kill City. For men: woven shirts & drop crotch pants. M B A S J		ZAKANAKA 130 Spring St. (213) 220-7770 zakanaka.com The sole Zakanaka store in LA. Wonderful knits, wovens, T-shirts, tanks, dresses, skirts, pants & household items. New arrivals monthly. Sizing is by Asian metrics. W A D		Shingraff 701 Spring St. (213) 626-2602 shingraff.com Jonny Cota's romantic yet macabre collections of ornate leather outerwear and effortlessly draped separates attract int'l press coverage/celebrity following. Price \$100 - \$1,500. W M A V

Attachments:

image001.jpg	149 KB
image002.jpg	239 KB